

Message for Rush, Sonya

From: Shanna BERK
Date: Thu, Nov 9, 1995 6:00 PM
Subject: Re: FW: VS Media One
To: Rush, Sonya
Cc: Buehler, John; Scott TEGETHOFF; Bonnie TIMMINS

Hi Sonya:

To answer your question, please see the charts below:

	1995	1996
# of Stores	1,288	2,597
# of TA's	10	21

1995 Markets Supported	1996 Markets Supported
Harrisburg	Detroit
Richmond	Pittsburgh
Raleigh/Durham	Baltimore
Charlotte	Lake Charles
Nashville	Los Angeles
Jacksonville	Jacksonville
New Orleans	Chicago
Lake Charles	Birmingham
Dallas/Ft. Worth	Houston
Pittsburgh	Jackson
	Dallas/Ft. Worth
	New York
	New Orleans
	Knoxville
	Tampa
	Washington, D.C.
	Atlanta
	Raleigh/Durham
	Columbia
	Richmond
	Charlotte

NOTE: THE EMPHASIS IN 1995 WAS TO BE ACTIVE IN THE 12 MISTY DEFENSE MARKETS (THE EXCEPTIONS WERE HAWAII AND TOLEDO WHICH DID NOT HAVE STORES FOR THE PROGRAM). IN 1996 THE EMPHASIS SHIFTED FROM MISTY DEFENSE TO VIRGINIA SLIMS MARKETS. PLEASE NOTE THAT THE FIVE 1996 MISTY DEFENSE MARKETS WILL BE SUPPORTED AS WELL (WITH THE EXCEPTION OF HAWAII).

Sonya, I would like to answer your efficiency question in regard to Media One, however, a little research is needed. Please let me get back to you shortly on the answer to that. My overall assumption is that Media One is a very efficient vehicle on a CPM basis.

Please let me know if you have any other questions.

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Shanna

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